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**MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL**

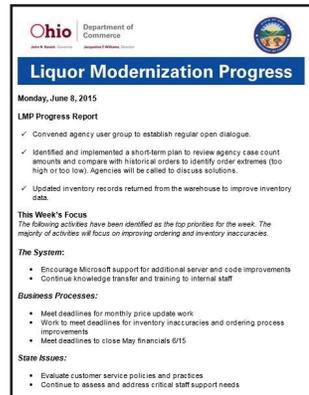
# Ohio Spirits Insider

## Enhancing Stakeholder Communication

The Division of Liquor Control continues to focus on making system improvements to the new Liquor Modernization Project and work out the remaining glitches so Agencies can get back to normal operations. That is the main priority.

the Division is also committed to enhancing its communications with all stakeholders to keep everyone apprised of the issues being corrected and the priorities for the system contractors. By now, most stakeholders are familiar with the blog and direct message area of the Agency Portal. The newest communications vehicle the is a direct e-mail to Agents, brokers and other stakeholders called "Liquor Modernization Progress," a weekly message on top priorities for the week, a progress report and the attached "System Hot List Challenges and Attack Plan." Please check your e-mail every Monday afternoon so you won't miss this important communication.

Calling the help desk is always the best way to get immediate help with a general problem. However, if you experience a more complicated issue, the Division is now providing contact information for Division staff including specific areas of responsibility, direct e-mail addresses and phone numbers (please see contact list on back page). Better communication and direct access to the right people will help make the transition to the new system smoother and quicker.



## Tasting & Sampling

By Superintendent Bruce Stevenson



The opportunity for alcohol manufacturers to put their products in front of customers for tasting has been very beneficial to the industry and customers alike. Offering tasting samples is a great way of introducing customers to new brands, products, flavors, or just something different than their usual purchase. Whether it is beer, wine, low-proof mixed beverages or spirits, Ohio consumers are not necessarily drinking more but want to try new and unique items and are trading up to more premium products. The opportunity to taste new products helps inform and educate customers, and provides a vehicle for business growth in Ohio.

Spirituos liquor tasting samples have become very popular at contract liquor agencies. In 2014, there were 3,158 spirits tasting events throughout the state. So far this year, there have been more than 700 events with many more scheduled in the coming months. The procedure by which tasting samples of spirituous liquor can be sold at contract liquor agency stores was changed last year to require the trade marketing professional, broker, or solicitor to provide written notice to the Division of Liquor Control of the tasting event not less than 10 business days prior to the event. The trade marketing professional, broker, or solicitor is also required to directly purchase the bottles of spirituous liquor that will be used to provide tasting samples at the current retail price from the contract liquor agency.

The 467 private Contract Liquor Agencies can host 10 tasting events each month offering the sale of limited tasting

**See Tasting & Sampling continued on page 3.**



**John R. Kasich, Governor  
State of Ohio**

**Jacqueline T. Williams, Director  
Ohio Department of Commerce**

**Bruce Stevenson, Superintendent  
Division of Liquor Control**



# Spirit Smarts

**New Products, Hot Items, Rebates, Recipes & More!**

Always promote safe sales & responsible consumption!



## Svedka Grapefruit Jalapeno Vodka

Brand Code: 8997B

Svedka Grapefruit Jalapeno has a crisp, tart taste of citrus with a little unexpected heat. Add kick to your cocktail with a sweet heat blend of grapefruit and jalapeño flavors.



## Appleton Estate Rare Blend 12 Year Old

Brand Code: 0084B

Appleton Estate Rare Blend 12 Year Old possesses a dark amber hue with notes of banana flambé, cinnamon sticks and melted chocolate. Dark chocolate also shows on the palate, along with a hit of molasses and sweet vanilla oak. A lovely sumptuous, benchmark rum. Ultimate Spirits Challenge finalist in 2013 with a 96 out of 100 score!

## Stranahan's Colorado Whiskey

Brand Code: 9142B

The first Colorado-born whiskey, is dedicated to making the smoothest, most distinctively-flavored whiskey on the market using hand-crafted distilling techniques and Colorado's finest natural ingredients. Stranahan's Colorado Whiskey is independent and family owned.



## Bacardi Tangerine Rum

Brand Code: 0548B

Introducing Bacardi Tangerine, a white rum infused with rich tangerine flavors to create a tangy and fresh taste. Inspired by our Caribbean heritage.



### Drink Recipes

#### New Amsterdam Mango Sunrise

- 1.5 oz. New Amsterdam Mango Vodka
- 2 parts orange juice
- A splash of lemon-lime soda



**Directions:** Shake ingredients together in a cocktail shaker half-filled with ice cubes. Strain into a rocks or highball glass filled with ice. Garnish with a mango wedge and mint leaf.

#### Svedka Dog Bite

- Svedka Grapefruit Jalapeno Vodka
- Grapefruit juice
- Slice of jalapeno



**Directions:** Pour Svedka Grapefruit Jalapeno into a salt-rimmed rocks glass filled with ice. Top with grapefruit juice and stir. Garnish with a slice of jalapeno.

**Drink Responsibly.  
Drive Responsibly.**

All product descriptions provided by manufacturers.



# Agency Info



## New Spirits Listings JUNE 2015

Code	New Items	Type
5514B	LABEL 5 BLENDED SCOTCH	BLEND
2968B	E H TAYLOR CURED OAK	BOURBON
5095B	JEFFERSON'S RESERVE GROTH CASK FINISH	BOURBON
5328B	KAVALAN SINGLE MALT	BOURBON
9140B	STRANAHAN'S	BOURBON
9534B	WELLER ANTIQUE	BOURBON
9549B	WESTLAND DISTILLERY AMERICAN SINGLE MALT	BOURBON
6754B	OAK N HARBOR APPLE BRANDY	BRANDY
3505B	GAZDINA RAKIJA PEAR BRANDY	BRANDY
3506B	GAZDINA RAKIJA PLUM BRANDY	BRANDY
1566B	CABALLERO LIQUEUR	CORDIAL
2686B	DISARONNO SUMMER SOUR PACK	CORDIAL
5094B	JEFFERSON'S THE MANHATTAN BARREL FINISHED COCKTAIL	CORDIAL
7565B	OLD #4 GIN	GIN
7676B	OPIHR GIN	GIN
5072B	JAMESON CASKMATES	IRISH
4729B	S & G THE SPIRIT OF YELLOW SPRINGS HONEY DO RUM	RUM
8197B	PINK PIGEON	RUM
3698B	GLENROTHES SHERRY WOOD	SCOTCH
2310B	CORRALEJO TRIPLE DISTILLED REPOSADO	TEQUILA
2057L	CIROC TEN	VODKA
8966B	SVEDKA 100	VODKA
8967B	SVEDKA GRAPEFRUIT JALAPENO	VODKA

### Tasting & Sampling continued...

spirituous liquor products so long as no more than two tasting events take place during the same day and there is no less than one hour between the end of one event and the beginning of another event. This provides a venue for manufacturers to introduce new products and an enhanced shopping experience for customers. A sample size is .25 ounces, and no more than four samples (totaling one ounce), can be provided per person. They are limited to the spirituous liquor sales area of the store and are conducted by marketing professionals representing the spirits supplier or manufacturer who have received alcohol server training to ensure compliance with Ohio's liquor laws.

We anticipate the number of tasting events and locations will continue to increase as more new items are introduced. We take pride in listing a wide and diverse selection of spirits for our customers and in being at the forefront of the marketplace when it comes to new items and innovation. Tasting events are a great way to help educate Ohioans on the latest trends in the industry. Information on all the products available in Ohio, and where to buy them, can be found on our website at [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr).

Business friendly regulations, coupled with our commitment to excellent customer service, will enable businesses to create new jobs and keep Ohio moving in the right direction. Anyone with questions regarding these changes, or in need of assistance expanding or starting a business, please contact the Division at (614) 644-2360.

Spirituous liquor sold by Contract Liquor Agencies to licensed retailers and consumers is owned by JobsOhio Beverage System.

# Liquor Modernization Project Contacts List

Section	Area of Responsibility	E-mail Address	Direct Phone	Toll-Free Phone
<b>Agency Operations</b>				
Ann Pickens	General Information	Rachel.Pickens@com.state.oh.us	614-728-4806	888-279-0029
Nathan Murphy	Liquor Modernization Project Help Desk	nathan.murphy@com.state.oh.us	N/A	877-812-0013
Cheryl Hunter	Pricing	cheryl.hunter@com.state.oh.us	614-644-2518	866-840-0063
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**Department  
of Commerce**

**Division of Liquor Control**

[www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)

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